



# ANNUAL REVIEW AND ACCOUNTS 2020

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## 03 Chair's Statement

Dear Supporter

To coin an overused phrase, 2020 was an unprecedented year.

As we saw COVID-19 take its toll on families, communities and businesses across the UK, its impact was keenly felt on the charity sector. And, that impact was felt at Manchester Pride too.

There can be no doubt COVID has had a significant and material impact on the charity, slashing our income and leaving trustees to make some tough choices to ensure its long-term survival.

The income generated from the Manchester Pride Festival is the main source of revenue for the charity. So, as a physical festival wasn't possible, the charity's income dropped by 85 per cent. That meant trustees were forced to make some difficult decisions; we spent all our financial reserves, had to make some employees redundant, remaining employees voluntarily took a pay cut and we put a temporary stop on any grant funding which hadn't already been committed. We also took out a loan from the government backed CBILS scheme.

Trustees would particularly like to acknowledge the support and work of the charity's small team of employees. It was with significant regret we had to make roles redundant. And, to the employees who stayed with us, we would like to thank you for your continued hard work and efforts in what we appreciated were challenging and unsettling movements.

Difficult choices didn't stop us though; we found new ways to deliver many of our charitable objectives. We repurposed our physical festival and turned it into a digital format. This allowed us to innovate and try some new things which our audiences had been asking for. For example, we introduced a new programme around activism into the Festival line-up, the Human Rights Forum.

We also took time to renew the organisation and how we work. We welcomed three new Trustees to the Board of the charity, bringing fresh expertise in charity governance and law to the organisation. Trustees also directed the organisation to launch a review of its grant making to ensure we continued to respond to the needs of our community.

As we looked to continue delivering a public benefit under unusual circumstances, Trustees were heartened by the support of many community groups, supporters and backers.

A particular thank you must go to the Festival's main sponsor, Virgin Atlantic, who stood by Manchester Pride even when their sector (and indeed company) faced significant headwinds.

Despite 2020 being a difficult year for Manchester Pride, Trustees are excited about the year ahead and the opportunity to work with all stakeholders to ensure the charity is even better in 2021 and beyond.

We are working hard to learn the lessons from COVID and apply them to what we hope will be a physical festival in 2021. Trustees also acknowledge not everyone will have agreed with the tough decisions they have chosen to take. That's why, as we look forward to the year ahead and the hopeful return of a physical festival, Trustees remain committed to hearing views from a broad a range of stakeholders as possible to help shape the future of the Festival.

Thank you,

**Paul Wheeler**



## Why we continue to campaign for advancement of LGBTQ+ equality

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**77%**

of LGBTQ+ youth experience rejection and abuse in the home

**41%**

of LGB people reported they had been a victim of a crime

**1/3**

of LGBTQ+ employees have hidden their authentic selves for fear of discrimination

## Why we continue to create opportunities and engage with LGBTQ+ communities

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**55%**

of people reported an increase in stress and pressure due to the economic impact of Covid-19

**72%**

of LGBTQ+ people reported that their feelings of isolation had got worse during the pandemic

**80%**

of LGBTQ+ people stated that they had felt more lonely during the pandemic

**40%**

of GP appointments now involve mental health

## 05 Chief Executive's Statement

2020 brought unprecedented challenges to all as we faced a Global pandemic that brought the world to a halt. The Covid-19 pandemic had a significant impact on the whole charitable sector and, unfortunately, it has significantly impacted us too.

As the country went into lockdown, we all stayed home to protect one another. Large gatherings and events were forced to cancel but the Manchester Pride team were committed to LGBTQ+ communities both in Greater Manchester and beyond, and our vision for a world where LGBTQ+ people are free to live and love without prejudice remains.

The team were quick to adapt and delivered a year long programme of campaigns, initiatives and events to improve the lives of LGBTQ+ people while ensuring the survival of our organisation.

We were devastated to have to postpone our world-class festival in 2020 due to the ongoing uncertainty of the pandemic. Our audience was equally devastated and we knew that we had a responsibility to LGBTQ+ communities across the region to bring them together safely, and to improve mental health through reduced isolation.

We curated a three day virtual celebration of LGBTQ+ life across Greater Manchester and beyond. The Alternative Manchester Pride Festival delivered a diverse range of content across a multitude of platforms to cater for the many LGBTQ+ communities who we support and represent.

We quickly adapted Youth Pride MCR from monthly in person workshops, to bi-monthly online workshops. The workshops have been designed as spaces for young LGBTQ+ people to connect and find community in the midst of lockdown. They also provide a safe space for young people to be their authentic selves.

We recognised that LGBTQ+ artists and smaller, independent organisations were in desperate need of support to maintain their practice and in turn support their mental health. So we applied for Arts Council England Emergency Funding so we could continue meeting some of our outlined Superbia objectives, but most importantly we could support the community of LGBTQ+ artists and organisations the project works with.

The All Equals Charter was launched in March to help businesses and organisations to understand how to recognise and challenge any form of discrimination. Membership provides resources to allow organisations to work towards creating safe spaces for all LGBTQ+ people and accreditation allows stakeholders to see how advanced an organisations approach to inclusion and equality.

**Mark Fletcher**

CEO Manchester Pride





## 06 Reference and Administrative Details

The Trustees, who are also directors for the purpose of company law, have pleasure in presenting their report and the financial statements of the group for the year ended 31 December 2020.

### REGISTERED CHARITY NAME

Manchester Pride Limited

### CHARITY REGISTRATION NUMBER

1117848

### COMPANY REGISTRATION NUMBER

04671318

### REGISTERED OFFICE

Manchester One  
53 Portland Street  
Manchester  
M1 3LF

### THE TRUSTEES

The Trustees who served the Charity during the year to the date of signing the Trustees Annual Report were as follows:

S Crocker  
R Joshi  
B Scott  
R Malcomson  
P Wheeler  
K Richards  
M Unsworth  
V Empson  
S Bowen  
M Lawlor

### SECRETARY

B Scott

### CHIEF EXECUTIVE

M Fletcher

### HEAD OF EVENTS

M Lever

### HEAD OF ENGAGEMENT

F Hemani

### INDEPENDENT EXAMINER

Sue Hutchinson FCCA  
Beever and Struthers  
Chartered Accountants  
St George's House  
215-219 Chester Road  
Manchester  
M15 4JE

### BANKERS

National Westminster Bank Plc  
Spring Gardens  
Manchester  
M2 1FB

### SOLICITORS

DLA Piper  
1 St. Peter's Square  
Manchester  
M2 3DE





## 07 The Manchester Pride Charity

### Who we are

Manchester Pride is a charity which creates platforms for LGBTQ+ visibility, helps to bring people together to celebrate LGBTQ+ life and campaigns for inclusion and equality across Greater Manchester.

**WE HAVE FOUR MAIN GOALS, DRAWN FROM OUR GOVERNING DOCUMENTS:**

# 1.

**To campaign for the advancement of LGBTQ+ equality at home and abroad.**

This involves educating and encouraging the people of Greater Manchester and beyond to recognise, understand and challenge discrimination against all LGBTQ+ people.

# 2.

**To stage an annual world class pride celebration of LGBTQ+ life in Greater Manchester.**

This is called the Manchester Pride Festival which includes events like the Parade, Candlelit Vigil, Gay Village Party and MCR Pride Live.

# 3.

**To raise awareness of, and support for, the mental health of LGBTQ+ people.**

This involves increasing the levels of social engagement and wellbeing by celebrating cultural activities for, by and with LGBTQ+ people in Greater Manchester and to work with organisations to improve the mental health of LGBTQ+ people.

# 4.

**To make packages of support, including grants, available for LGBTQ+ community groups, organisations, events and causes in Greater Manchester.**

## How we operate

Manchester Pride is a charity and, like many charities, we get our income from a variety of sources, including donations, some grants, and through the delivery of Manchester Pride Festival. Manchester Pride receives no direct operational funding from Manchester City Council.

Manchester Pride, similarly to many other charities, operates as a limited company. So, when you see reference to Manchester Pride Limited, that means the charity.

The delivery of the Manchester Pride Festival is one of our most important charitable objectives: it is a celebration of LGBTQ+ life in Greater Manchester and exists to campaign for greater LGBTQ+ equality both at home and abroad. It is also our biggest source of income which supports us to deliver all of our other charitable objectives.

It is common for charities to have trading companies which generate income (it's how many of the charity shops you see on the high street operate). In the case of Manchester Pride, our trading company doesn't run shops, it runs a four-day festival celebrating LGBTQ+ life.

In the case of Manchester Pride (the charity and limited company), we have a subsidiary trading company too and that's called Manchester Pride Events Ltd. It is a not-for-profit company. This company is registered with Companies House, is fully audited and is what is called a 'wholly-owned subsidiary'. That means any surplus generated by the company is given directly to the charity which owns it and no other entity profits from its work.

Manchester Pride Events Ltd organises the Manchester Pride Festival for the charity. All staff work for the charity to deliver its charitable goals.





## 09 What we Deliver and its Public Benefit

**There are many ways Manchester Pride as a charity delivers a public benefit and its charitable objectives. The most visible and famous one is the delivery of the Manchester Pride Festival.**

The Manchester Pride Festival is a four-day programme of events across August Bank Holiday which provide a very visible way for LGBTQ+ people to be out and proud in Manchester.

The Manchester Pride Festival and Manchester Pride charity are one and the same. The Manchester Pride Festival is delivered for the charity by its wholly owned and not-for-profit subsidiary company, Manchester Pride Events Ltd.

The Manchester Pride Festival is the principal way by which Manchester Pride as a charity can deliver its charitable goals, as an organisation designed to help celebrate LGBTQ+ life and campaign for inclusion and equality across the city-region.

### THE FESTIVAL HAS SEVERAL ELEMENTS:

#### **MANCHESTER PRIDE PARADE**

taking place on Saturday, this is a march across Manchester city centre which acts as a rallying cry for celebration and activism.

#### **GAY VILLAGE PARTY**

a series of activities and event in and around the Gay Village in Manchester City centre with a focus on local and LGBTQ+ artists programming.

#### **MANCHESTER PRIDE LIVE**

a two day music festival held outside, but close to, Manchester's Gay Village which seeks to provide a platform for queer artists and allies.

#### **YOUTH PRIDE MCR**

this is a special pride event held in the city centre designed for, and with the input of, young people.

#### **THE SUPERBIA WEEKEND**

taking place away from the Gay Village, this is a series of queer cultural events, cinema screenings, workshops and talks.

#### **HUMAN RIGHTS FORUM**

panel talks bringing together prominent activists and thought-leaders to discuss the challenges that continue to face LGBTQ+ communities today, and what we as individuals can do to bring about political or social change.

#### **THE CANDLELIT VIGIL**

the special event designed to take a moment to come together and remember those who are LGBTQ+ who are no longer with us, especially those we have lost to HIV/AIDS.

#### **FAMILY PRIDE**

a dedicated programme of activities centred around fun, wellness and learning for families to enjoy.

Whether your view of pride is a protest or a celebration (or both), the Manchester Pride Festival provides numerous ways people can get involved. It also provides a platform for the community to be able to fundraise for good causes.

**Some other benefits that you might not be aware of:**

- It's the only UK pride festival to have a dedicated festival for young people (Youth Pride MCR).
- We create opportunities for LGBTQ+ people and allies to gain skills. Each year we train more than 250 volunteers who support us during the festival.
- We provide a platform for LGBTQ+ artists from Greater Manchester giving them access to a large audience and the oxygen of publicity. We pay all artists and also commission specific projects and initiatives that support our charity goals.
- We procure services and supplies from LGBTQ+ owned businesses across the city-region.



**In 2019  
Manchester Pride  
Festival made  
a £34 million impact  
and contribution  
to the economy  
of the city of  
Manchester.**

## 11 Manchester Pride Festival Format

Since 2018, the publication/adoption of Portland Street Strategic Regeneration Framework by Manchester City Council meant that it was no longer viable to deliver the whole Manchester Pride Festival in the Gay Village alone. The Framework envisaged significant development on sites historically used to deliver the Festival, and so landowners removed the previous guarantees granted to the charity to access, in particular, the car park which housed the festival's main stage.

The board of trustees, acting on advice from key stakeholders, ideas from the staff team and following feedback from Festival attendees, took the decision to grow the event. It is now a truly city-wide celebration of LGBTQ+ life, while still centred on the Gay Village which remains the heart of the LGBTQ+ community in Greater Manchester.

Each year, we invest time in surveying and listening to our audiences to understand what kind of experience they'd like to see at the Manchester Pride Festival. While we can't promise to deliver on everyone's needs, we seek to curate a broad and inclusive programme of events and activities ranging from fee paying to free to attend.



Our Manchester Pride Festival attendees come to the event for many different reasons and they have a choice about how they attend the Festival and what they pay for. They can choose to attend MCR Pride Live allowing those in our community who particularly value a shared live music event experience to do so. They can choose to attend the Gay Village Party only or they can choose to attend the many free events over the weekend including unique LGBTQ+ artworks through the Superbia Weekend, Youth Pride MCR, Family Pride MCR and usually the Manchester Pride Parade. Importantly, all are welcome to attend the Candlelit Vigil which is a vitally important moment to remember LGBTQ+ people who are no longer with us, particularly those we've lost to HIV/AIDS.

By attracting larger named artists to our event stage - something our attendees tell us consistently they want - MCR Pride Live significantly subsidises the cost of delivering a safe and accessible Gay Village Party and pays for the many free to attend events including Youth Pride MCR, the Candlelit Vigil, Family Pride MCR, the Superbia Weekend and usually the Manchester Pride Parade.

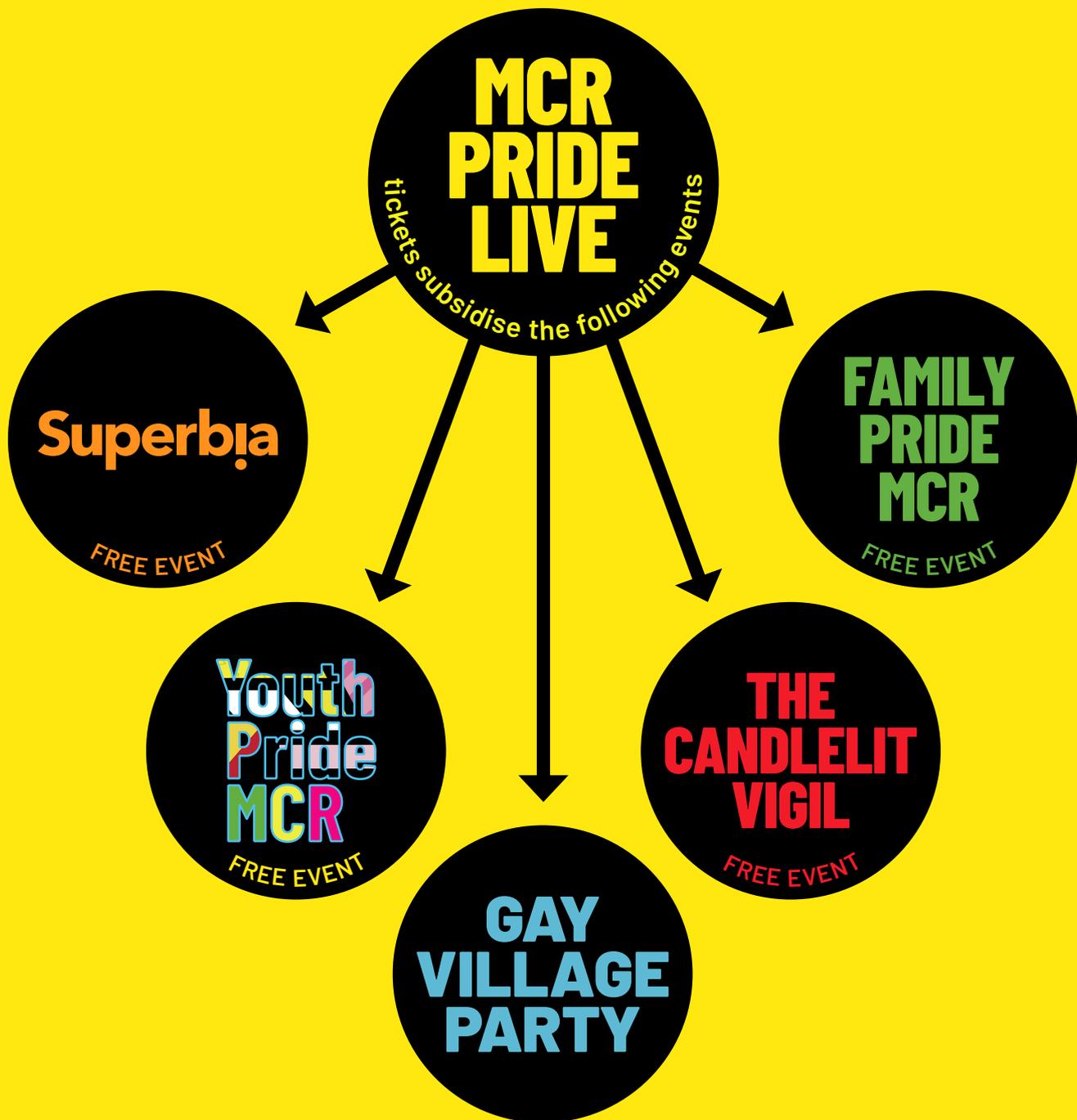
### The idea of cross-subsidy

The Manchester Pride Festival has grown and developed significantly over time, reflecting the lived experiences of LGBTQ+ people in Manchester. The demand from people to attend the Festival from across the city, domestically in the UK and internationally has also grown substantially.



We are therefore keen to ensure the Manchester Pride Festival programme meets and exceeds, where possible, the expectations of those who chose to attend, as well as to curate a series of events which reflect Manchester's position as a diverse, vibrant and progressive international city. At the same time, trustees want to ensure the programme is as accessible as possible to people regardless of their ability to pay. In order for the Charity to be able to do this, the principle of cross-subsidy kicks in. By that we mean, the reason we can deliver such a broad programme of events, many of which are free, is that other parts of the programme pay for them.

There's a reason we can organise Youth Pride MCR for free, run a series of free to attend Superbia events, provide subsidised tickets for those on low incomes and keep the price of a daily ticket to the Gay Village Party as low as £12 and that's because we deliver Manchester Pride Live. Manchester Pride Live generates more money than it costs to put on, and that money is then used to subsidise the other elements of the programme.



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Surplus funds generated from the festival are made available to grassroots organisations and LGBTQ+ charities via our grants programme.



## 14 Legal Status and Governing Documents

Manchester Pride is a company limited by guarantee, charity registration number 1117848 and company number 04671318. The Charity is governed by the memorandum of articles of association for the incorporated company as last amended on 19 December 2006.

The directors of the charitable company are its trustees for the purpose of charity law and through this report are collectively referred to as the trustees.

The governing documents instruct the trustees to act in a way to promote the objectives of the Charity.





## 15 Trustees

**Manchester Pride has worked hard to reflect the diversity of its community on its trustee board. Thanks to a concerted recruitment effort, we are privileged to have trustees from different backgrounds, genders, ethnicities, sexual orientations, gender identities and political persuasions.**

Since 2015, trustees normally serve for a three-year term with the option to have that term renewed once. Trustees are recruited through an open selection process, with the roles being open to anyone and advertised widely.

Given the extraordinary set of circumstances facing the organisation and to ensure continuity, trustees asked both the Chair and Treasurer not to retire from the Board as planned and extended their term by a year.

In 2020, following an open recruitment process, the Board was pleased to appoint three new trustees:

- **Mick Lawlor, a partner at a Manchester law firm and former charity trustee**
- **Victoria Empson, a barrister at 18 St John Street Chambers in Manchester**
- **Stephen Bowden, an academic and former charity CEO**

The trustees receive no pay or monetary benefits nor do they have any financial links to the charity or any vested interests in its operations including Manchester Pride Events Ltd. In the unlikely event that any conflicts of interest arise, trustees declare these annually and ad hoc.



## 16 Organisational Structure

**The Annual General Meeting of the Charity appoints new trustees and Honorary Officers, appoints the auditors and considers and adopts the annual report and financial statements for the preceding year's activities.**

The Board of Trustees is ultimately responsible for the running of the Charity. Following a governance review in 2019, the Board has the following structure of sub-committees:

- **Performance and governance committee – it oversees the proper governance of the charity, along with the Chair it helps to line manage the CEO and it ensures the charity delivers against its strategic goals**
- **Finance and risk committee – financial oversight and managing the charity's risk register**
- **Fundraising and grants committee – oversees the charity's grant giving activities**

At the heart of Manchester Pride is the Manchester Pride Festival. The delivery of a successful festival remains the main income source for the charity, without which it could not meet its charitable goals and objectives.

The trustees employ a full-time Chief Executive Officer (CEO) as the charity, and the financial and operational risk associated with the delivery of its festival are too great for volunteer trustees to manage on a day-to-day basis.

Trustees delegate operational delivery of the Charity to the CEO.





## 17 Our Employees

**Headed by the Charity's CEO, the team at Manchester Pride has operational responsibility to deliver the Charity's objectives and ensure it provides a public benefit.**

Staffing levels are agreed by the CEO and trustees based on a three-year plan and financial projections.

In any given financial year, we have a small team of full-time employees. That team then expands as expert temporary staff are brought onboard to help with the delivery of Manchester Pride Festival.

On an annual basis all employees are appraised, and they also receive regular training and coaching in support of their roles.

### **Employee pay and benefits**

The trustees of Manchester Pride set the pay and reward policy for staff, including the CEO. In doing so, we seek to meet our obligations as a charity with the desire to be a great place to work which attracts and retains talented, passionate people who want to make a difference.

The remuneration of staff is benchmarked against salaries paid by other charities and follows guidance from the National Council for Voluntary Organisations (NCVO). In addition, as our team (and our CEO in particular) is charged with overseeing a complex not-for-profit organisation, we benchmark their salaries against the market rate we'd have to pay for these types of specialist skills.



## 18 The Impact of COVID-19 on the Charity

The Covid-19 pandemic had a significant impact on the whole charitable sector and, unfortunately, it has significantly impacted us too.

The charity's main source of income comes from the Manchester Pride Festival and is delivered by our not-for-profit trading company, the Manchester Pride Events Ltd. As a physical festival wasn't possible in 2020, our turnover dropped by 85% between 2019 and 2020.

In the 2020 financial year, trustees took several difficult decisions to ensure the long-term future of the Charity, our ability to deliver a public benefit and to maintain our existence is a going concern.

These steps included:

- Postponing a physical Manchester Pride Festival in 2020
- Using all of our financial reserves
- Making significant redundancies

Our employees also volunteered to take a temporary pay cut.

The Charity also sought to access various schemes set up by the government to support organisations during the pandemic.

We received money from The Culture Recovery Fund. This is a government grant supplied through Arts Council England to sustain cultural organisations and charities which had experienced significant losses due to the Covid-19 pandemic. The parameters of how the grant is spent and used are strictly defined

and cannot be used for other than to sustain the organisation's operations. Additionally, it cannot be used to fund other charities or organisations. This funding safeguards our charity if we were to face another year without the Manchester Pride Festival.

We also applied for and received a Coronavirus Business Interruption Loan Scheme (CBILS) loan, which were preferential rate commercial loans given out by the government. We took this loan to cover our commercial income gaps in the short term but as a commitment to protecting our future charitable impacts in the longer-term.

Once the government introduced the CBILS scheme we placed some of our staff on furlough.

We were also incredibly thankful to retain the support of our sponsors and commercial partners who provide a valuable source of income for the Charity to enable it to deliver its charitable objectives

### **The impact on our charitable objectives**

One of the most significant ways the Charity delivers a public benefit and its charitable objectives is through the delivery of the Manchester Pride Festival.

As this was not possible in the 2020 financial year, trustees and staff team re-planned the Charity's activities and found new creative ways to deliver its public benefit but in a way which was COVID-19 secure, appropriate and compliant with all necessary government guidelines.

## 19 Digital Transformation at Manchester Pride

In 2020, like many other charities, we had to rethink the way we delivered our projects to ensure we could continue to provide visibility, support and representation for all LGBTQ+ communities through incredibly challenging times. Manchester Pride quickly and dynamically adapted to not only change all of its planned delivery to digital but also created brand new initiatives to enable LGBTQ+ people to come together (virtually) to celebrate themselves and their communities.



**270**

people registered to attend the in-person Conference

**114**

additional people registered for the online Conference

**550**

views on the conference videos

Following the success of 2019's inaugural Manchester Pride Conference, for the second edition in March 2020, plans had been made to produce a live event at The Lowry with break-out sessions and activity around the theatre but the event was cancelled due to the pandemic.

Having had to cancel the in-person event, the team took to producing as much recorded content as possible and within two weeks, we were able to deliver an online Conference with pre-recorded sessions placed on our YouTube channel.

We brought together LGBTQ+ thought-leaders and activists to raise awareness of LGBTQ+ issues and continue our campaign for LGBTQ+ equality. We wanted to make sure the conversation was still continuing and LGBTQ+ voices were being amplified and listened to.

Conference panels included;  
**Gender Inclusivity**  
**BAME & LGBTQ+**  
**Stop Bi-erasure**  
**LGBTQ+ Health & Wellness**  
**Equality, Diversity and Inclusion in the workplace**

Panelists and speakers included;  
**Cheddar Gorgeous**  
**Travis Alabanza**  
**Sharan Dhaliwal**  
**Kate O'Donnell**  
**Darren Pritchard**  
**JSky**  
**Ben Hunte**  
**Jamie Windust**  
**Sabah Choudrey**  
**Amrou Al-kadhi**

## 20 Alternative Manchester Pride Festival



Bringing communities together to reduce social isolation during the global pandemic and national lockdowns.

Raising the voices of people in our communities at a time when small businesses, artists and performers experience hardship as a result of lockdown and social distancing.

- Viewed by 114,000 people
- 12 hour live streams
- Over 80 LGBTQ+ artists, collectives, groups and speakers took part in the celebration
- 123m impacts through 122 pieces of media coverage secured telling the story of LGBTQ+ pride
- Branded Twitter emoji hashtag for the festival reaching 3.5m making LGBTQ+ pride visible on social media



Award winning Manchester Pride Parade: The Movie - Watched by over 40,000 people



# CELEBRATE

## Alternative MCR Pride Live

In light of the Covid-19 pandemic and subsequent restrictions placed on social event activity in the UK, we were unable to deliver a programme of physical events. We took this opportunity to innovate and develop an alternative festival programme for 2020 and curated a three day virtual celebration of LGBTQ+ life for Greater Manchester and beyond.

The Alternative Manchester Pride Festival delivered a diverse range of free to access events and content across multiple platforms to cater for the many LGBTQ+ communities that we support and represent.



- Free to attend
- 12 hour live stream
- 26 performances
- Over 60,000 views



## HUMAN RIGHTS FORUM

### Brand new event for 2020

#### High profile panel guests:

- Munroe Bergdorf
- Juno Dawson
- Ben Hunte

Hosted by Journalist, editor and founder of Gaysians Reeta Loi

#### Quotes from those who attended:

*Thank you so much for doing this - we need more conversations like this!*

*We need to challenge thoughts and structures. I've really loved this webinar. It's been amazing!*

*This has been so beautiful to be part of and actively listen to such incredible and inspiring people.*



## THE CANDLELIT VIGIL

bringing 14,900 people together online to watch, reflect and remember

## DRAG QUEEN STORY TIME

[PLAY VIDEO ▶](#)

4 stories

891 viewers

**At the end of 2019, we decided on key objectives for the Superbia project based on the agreed scope of planned activity in 2020 which included;**

- The relaunch of Superbia
- GM Boroughs to focus on: Stockport, Wigan and Rochdale
- Mediums to include: Theatre, Performance, Literature, Dance
- Target groups to include: Over 55's, Trans and Non-binary, young creatives, LGBTQ+ people seeking refuge and migrants

At the beginning of 2020, we were also awarded the GMCA Culture Portfolio Fund to support the growth and development of the project as we looked to increase resources and broaden the project's delivery.

Then the pandemic hit and all in-person activity, shows and exhibitions were halted and we closed the administration of Superbia grants; the landscape of arts and culture in Greater Manchester had changed. GMCA kindly allowed the first 6 months of funding to be used to prop up the organisation through the Covid-19 crisis.

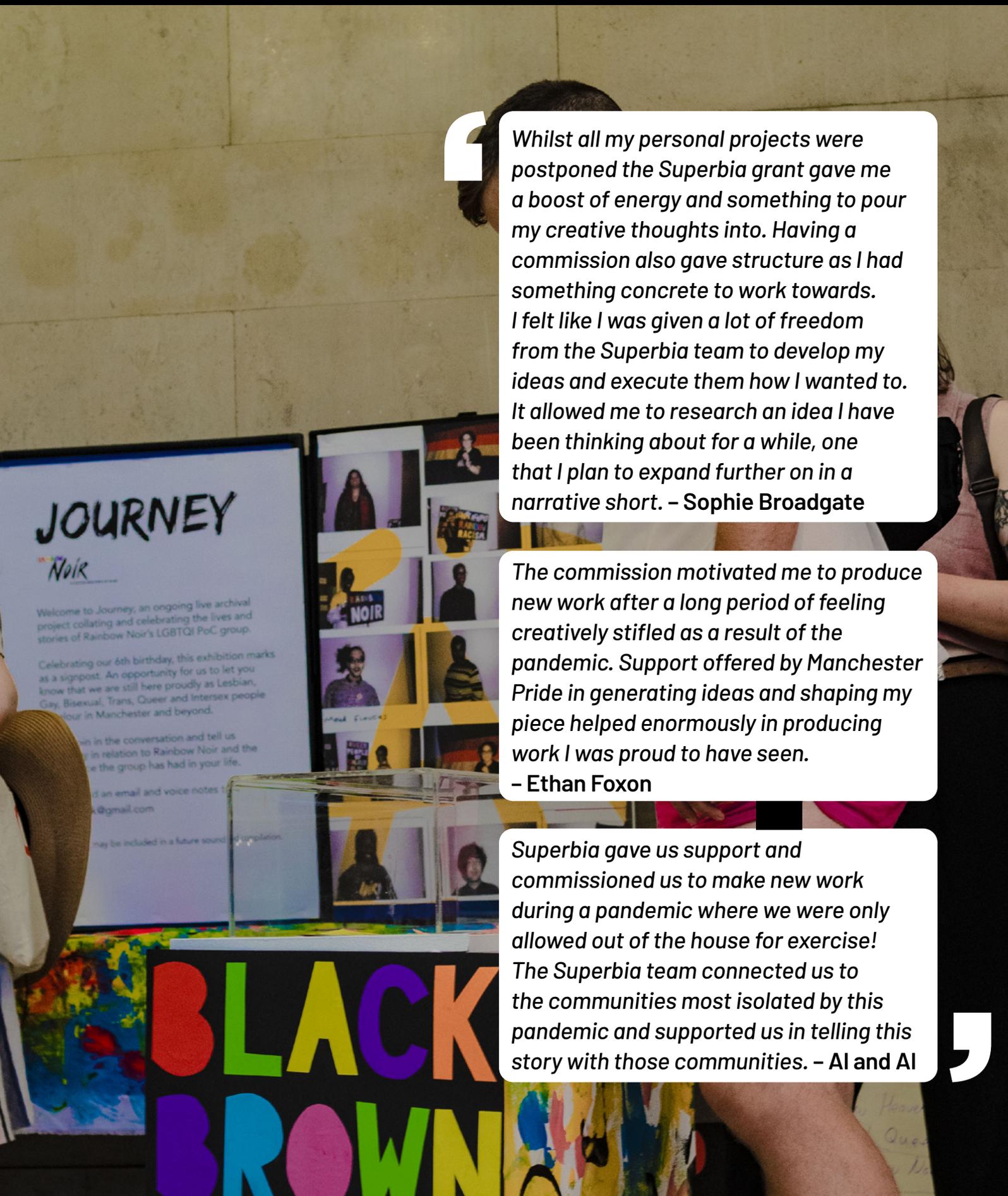
We recognised that LGBTQ+ artists and smaller, independent organisations were in need of desperate support to maintain their practice and in turn support their mental health. Manchester Pride applied for Arts Council England Emergency Funding so we could continue meeting some of our outlined Superbia objectives, but most importantly we could support the community of LGBTQ+ artists and organisations the project works with. We were awarded the funding in May 2020.

We were able to support 16 LGBTQ+ artists and collectives in Greater Manchester with commissions so they could continue to work, develop their creative practices and survive during the pandemic. Our Superbia team continued to provide hands on, holistic mentorship and support in not just their work but also with supporting their mental health during these difficult times.

In addition to this, we ran a Superbia Spotlight series which championed a different LGBTQ+ artist, collective or independent organisation every week, continuing to provide a platform, much needed visibility and representation for not just LGBTQ+ artists but for LGBTQ+ people too.

# Superbia





“

*Whilst all my personal projects were postponed the Superbia grant gave me a boost of energy and something to pour my creative thoughts into. Having a commission also gave structure as I had something concrete to work towards. I felt like I was given a lot of freedom from the Superbia team to develop my ideas and execute them how I wanted to. It allowed me to research an idea I have been thinking about for a while, one that I plan to expand further on in a narrative short. – Sophie Broadgate*

*The commission motivated me to produce new work after a long period of feeling creatively stifled as a result of the pandemic. Support offered by Manchester Pride in generating ideas and shaping my piece helped enormously in producing work I was proud to have seen.*

**– Ethan Foxon**

*Superbia gave us support and commissioned us to make new work during a pandemic where we were only allowed out of the house for exercise! The Superbia team connected us to the communities most isolated by this pandemic and supported us in telling this story with those communities. – Al and Al*

”

## 24 Youth Pride MCR Workshops

**To build on the success of Youth Pride MCR in 2019, we developed a year-round engagement offer to create safe spaces and provide an opportunity to build a community for LGBTQ+ young people. We had originally planned monthly in-person workshops but quickly adapted when the pandemic hit to deliver bi-monthly online workshops.**

The workshops have been designed as spaces for young LGBTQ+ people to connect and find community while exploring their identity in the midst of lockdown. It was felt that monthly online workshops during lockdown wouldn't be enough for the young people who engage with Youth Pride MCR so the addition of another session a month was created to give them more touchpoints. The workshops help to reduce social isolation while providing a safe space for young people to be their authentic selves.

**Youth  
Pride  
MCR**

### **Observations from Youth Pride MCR Facilitator Jana Kennedy:**

*C seemed really uninterested at the beginning but kept coming to all the online sessions. Slowly came out of their shell to show a really caring side for their fellow group members. Occasionally they can still come across as totally unbothered, but then they share real insights into their life. They can't be openly gay in their area or school and that there is no provision for young LGBTQIA+ people where they live (outside central Manchester). They are really keen for the group to carry on either and or online, and in person.*

*M is a young trans person who had not come out at school or in their area (outside central Manchester) for fear of retribution. You could see their surprise and joy at the easy acceptance of the group and the correct gendering. They have commented several times how important the group has quickly become to them, as an outlet for being their authentic self, and meeting other LGBTQIA+ young people. They contribute ideas and are really starting to bloom!*

**“ It's been an amazing experience and has made me come out of my shell a lot! Alex and Jana (Youth Pride MCR facilitators) have given me lots of confidence to be who I want to be and not be ashamed ”**

**71%**

of participants felt that the workshops made them feel completely less isolated during lockdown

**71%**

of participants also felt that the workshops had improved their confidence and self-acceptance

## 25 All Equals Charter

The All Equals Charter was launched in March to help businesses and organisations to understand how to recognise and challenge any form of discrimination and inequality faced by LGBTQ+ people, and acts as a guide to help achieve a truly diverse, inclusive and equal workplace.



We want to create a consistent approach to inclusion across the board so that all LGBTQ+ people have equal opportunities and safe workplaces so that they are able to reach their full potential and thrive. Membership provides resources to allow organisations to work towards creating safe spaces for all LGBTQ+ people and accreditation shows stakeholders how advanced an organisation's approach to inclusion and equality is.

In addition to this, we ran a Superbia Spotlight series which championed a different LGBTQ+ artist, collective or independent organisation every week, continuing to provide a platform, much needed visibility and representation for not just LGBTQ+ artists but for LGBTQ+ people too.

**During beta testing we were able to reach over 20,000 employees with our Charter**

**Helen Robinson - Diversity, Inclusion and Community Engagement Manager, Auto Trader UK:**  
*For Auto Trader, Diversity and Inclusion is a key business priority and a core part of our workplace culture.*

*We have proudly partnered with Manchester Pride for over 4 years and took part in the **All Equals Charter** from the initial consultation process all the way to the launch.*

*It is important to collaborate with the charity and other organisations across Greater Manchester for the benefit of our colleagues, our customers and our communities. The principles of the Charter are aligned with our company values and the aims of our D&I strategy.*

*The process is made clear from the start with a step by step guide and support from the team at Manchester Pride. It was particularly helpful to have an external auditor visit our offices so they can experience our environment. They discussed our self-assessment and conducted a more detailed audit in a challenging yet collaborative way. The experience has added value to our existing LGBT+ inclusion strategy; helping us both reflect as well as offering practical tips.*

*We encourage other organisations to take part in Manchester Pride's **All Equals Charter** and join the number of dedicated business to LGBT+ inclusion in our region.*

**Dr Chris Folkerd - Director of Enterprise Technologies, UKFast:**

*UKFast signed up to the **All Equals Charter** assessment because we wanted to open ourselves up to external scrutiny and objective assessment that our policies and culture were as inclusive as possible.*

*We wanted to progress our approach based on suggested improvements and get the opportunity to learn from best practise. We want to ensure that, as the business grows, we continue to create an environment that is inclusive to attract, retain and nurture talent from every background.*

*The charter gives us assurance that we are maintaining a fully inclusive workplace. We want people to view our environment as accepting and welcoming to anyone from any background. We're underpinning the message that we value each and every employee as unique and that their voice as an individual is listened to.*

*Significant detail is required to demonstrate evidence of our policies and culture, and it was a valuable exercise for us to cross check our current operation versus industry best practice. The outcome was a range of suggested actions and sign posting to new policies, as well as better data collection around possible discrimination as well as more appropriate wording within our staff surveys.*

*Recommendations from the charter now form the springboard to launch a new working group within UKFast. This group will drive the recommendations forward as part of our continued evolving approach to inclusion for the benefit of everyone.*

**Stuart McKenna - Equality & Diversity Manager, Manchester Metropolitan University:**

*Having undertaken numerous self-assessments, for a variety of Charter marks, the **All Equals Charter** self-assessment was very straightforward. The assessment criteria were direct and easy to understand, and the team at Manchester Pride were always on hand to clarify if we had any questions. We saw particular value in the All Equals charter as it has been developed for use across Greater Manchester, having taken account of the local context. The intersectional approach of the charter was also something we were attracted by; much of the EDI work we are already engaged with is intersectional in its nature, and the approach used by the Charter development team mirrored our inclusive approach.*

*Having engaged with similar Charters, the **All Equals Charter** helped us by providing a difference perspective, and although considered sector leading in LGBTQ equality, provided some challenges to further develop our work in this area. Therefore, whatever stage your own organisation is in relation to LGBT equality, whether just starting your journey, or developing sector leading practice, the Charter definitely offers something for all organisations. We are looking forward to the launch of the charter, and completing our first full self-assessment against its criteria, and hope other organisations in the region will join us.*

## 27 Manchester Pride: Live in your Living Room

We launched our brand new Manchester Pride: Live in Your Living Room series in April 2020 during the national lockdown to ensure LGBTQ+ people could celebrate themselves, connect with other LGBTQ+ people during isolation, support their mental health and provide a platform, visibility and representation for LGBTQ+ artists and creatives across Greater Manchester who had lost a significant amount of work due to the impacts of the pandemic.

We delivered eight weekly shows including the best of Pride performances from previous festivals, brand new content such as the **Manchester Queens Show**, **Queer Womxn's Takeover**, **Manchester Pride Pop Party** and **Manchester Pride Vogue Ball**.

All ready for week 3 of  
[#relivemanchesterpride](#)



## 28 Community Engagement

**Due to the pandemic, we also had to adapt and re-strategise our engagement output in 2020. This meant moving all pre-planned physical workshops and listening groups on to an online platform and utilising our online networks to reach LGBTQ+ communities, groups and organisations.**

We continued to connect with communities during the early stages of the national lockdown and found digital engagement to be high.

We developed a Listening Groups project to create safe spaces for further marginalised LGBTQ+ communities to share their experiences of LGBTQ+ life across Greater Manchester, to give their thoughts on how Manchester Pride could develop its support year-round and how the organisation could better represent these communities through its community work, year-round activities and its flagship event, the Manchester Pride Festival.

We held eight listening groups through the year which included;

- **Access Listening Group on 13 February 2020 (in-person)**
- **Queer Artists Listening Group on 1 May 2020**
- **Trans Listening Group on 23 May 2020**
- **Womxn's Listening Group on 5 June 2020**
- **Bi+ Listening Group on 8 September 2020**
- **BAME Listening Group on 23 September 2020**
- **Non-binary Listening Group on 8 October 2020**
- **55+ Listening Group on 4 November 2020**



We also launched our Community Spotlight Series where we highlighted a different LGBTQ+ community group or organisation across Greater Manchester to provide a platform for them to talk about the impacts of the pandemic, how they were adapting and how people can get involved and access support.



## 29 Grant Giving

**One of the charitable objectives of Manchester Pride is to make funding and support available to LGBTQ+ causes in and across Greater Manchester.**

The money the Charity gives to good causes comes from two places:

### **1. Money given as a direct donation to the Manchester Pride Community Fund**

When people give us a direct donation – i.e. a donation of money they've raised or money put in a donation box – that money is always redistributed in full to our charity partners and to our grassroots community groups through our grant distribution programme. It does not go to cover the running costs of the charity or the Manchester Pride Festival.

### **2. Surplus generated by the Charity**

On top of the money donated to the Charity, and as part of its annual budget process, trustees agree to allocate a portion of the Charity's income direct to its grant making programme. This portion will be agreed once the Charity has met its obligation to employees and suppliers and appropriate money has been allocated to reserves in line with the Charity's reserve policy and Charity Commission best practice.

### **Grants awarded in 2020**

The 2020 financial year was a challenging one for the Charity as it was not possible to deliver a physical Manchester Pride Festival, which acts as the main source of income for the Charity.

Any direct donations made to the Charity were distributed to good causes in line with our policy.

However, on top of this, trustees were incredibly keen to support LGBTQ+ causes across the city-region where it was possible and where the granting of that money did not run counter to the legal and fiduciary obligations of the trustees to ensure the Charity remained a going concern.

### **Strategic review of grant giving**

During the 2020 financial year, trustees directed the CEO to continue with a strategic review of grant giving that was commenced in 2019. This was for two reasons:

- 1.** To ensure our policies and approaches were in line with best practice and to help trustees understand if the areas we were focussing our giving in were in line with the desires of our audience (e.g. people who attend the Festival or make direct donations to the charity), as understood from our annual surveys and listening exercises.
- 2.** Historically, 25% of Manchester Pride's surplus has gone to the LGBT Foundation to support the Condom and Lube Scheme and 25% to the George House Trust Welfare Fund. However, this policy has not been reviewed in more than a decade and no written agreements existed between the organisations which is not in accordance with charitable best practice.

**In the 2020 financial year, Manchester Pride distributed over £100,000 in grants and funding for third party initiatives supporting LGBTQ+ life and culture throughout Greater Manchester**

Additionally, in 2020 Manchester Pride carried out our annual survey and listening exercise. A combination of stakeholder surveys and community engagement told us overwhelmingly that the majority of our audience would like us to continue to distribute money and support to good causes, but to focus our grant funding on mental health and wellbeing initiatives. Trustees acknowledge the pandemic has had wide-ranging and profound effects on the lives of LGBTQ+ people in areas such as mental health, isolation, eating disorders, substance misuse, access to healthcare and access to support.

Trustees will consider what further implications this review could have in terms of our long-term giving choices for the 2021 financial year and beyond. While trustees recognise this review could lead to changes in terms of what initiatives it could fund through its grant giving, the Board is fully committed to supporting LGBTQ+ initiatives across the city-region, many of which are delivered by our outstanding LGBTQ+ charities like the LGBT Foundation and George House Trust. Likewise, the ability for the Charity to support community and grassroots groups will remain a top priority.





## 31 Financial Review

**Manchester Pride is a charity and has no shareholders. All income generated by the charity is retained by the charity to help it deliver its charitable objectives.**

It generates its income from a variety of sources including direct donations and some grants.

However, the main source of income to enable us to deliver our charitable objectives comes from its not-for-profit trading company, Manchester Pride Events Ltd, which organises the Manchester Pride Festival.

As a physical festival wasn't possible in 2020, our turnover dropped by 85% between 2019 and 2020. Trustees took steps to ensure the Charity's ability to continue to deliver its charitable objectives and a public benefit.

### **Financial control**

Budgets are presented and approved at the beginning of the financial year and monitored throughout the year.

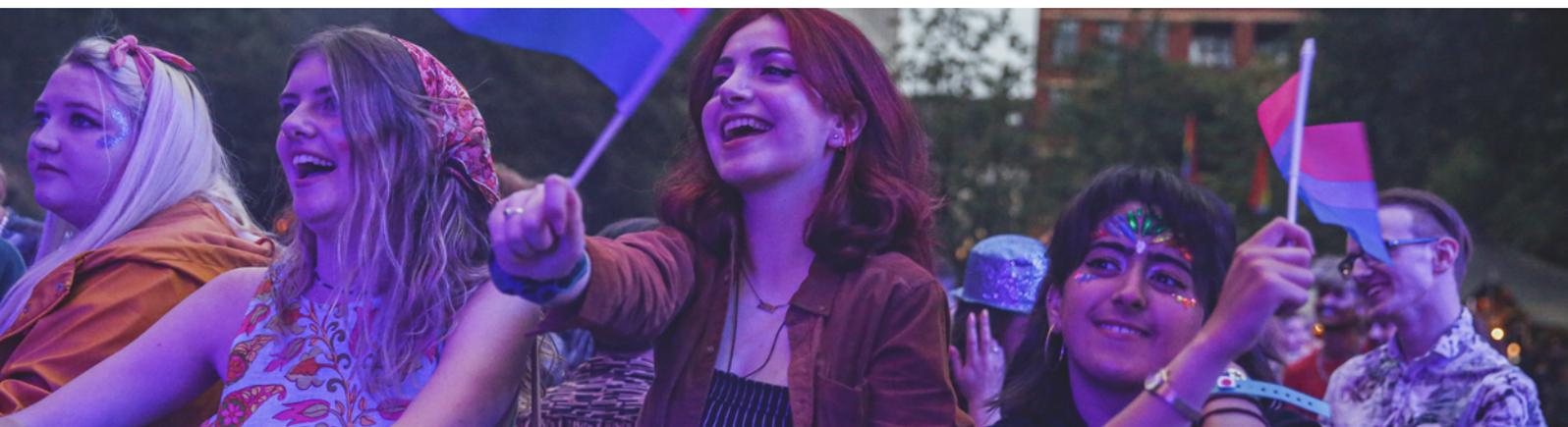
### **Reporting requirements**

Management accounts are reviewed monthly by the trustees, along with statements on cash and reports on income generation and expenditure against budget. Staff and other management issues are regularly received by the Board. So far as is possible and in line with best practice, the Board focuses on the strategic direction of the organisation and its governance.

In this context, from time to time the trustees and senior managers meet for longer periods for business planning purposes.

### **Reserves Policy**

At the year end the charity held a deficit in total reserves of £95,246 (2019: £279,792 surplus) of which £40,517 (2019: £17,417) are held in restricted funds. The balance held in unrestricted reserves was a deficit of £135,763 (2019: £262,375). The Covid-19 pandemic has severely impacted the charity's reserves and its ability to support its charitable objectives. The charity has developed a medium-term plan to rebuild the reserves to a pre-pandemic level which would support the charity's aim to hold reserves to cover three months of budgeted operational expenditure which equates to £102,500. Bank facility funding (CBILS Loan) was agreed during the year in order to ensure that the charity has enough operational cash to continue in the future.



## 32 Risk Management

**The trustees acknowledge their continuing responsibility for identifying the major risks faced by the Charity, keeping those risks under review and taking appropriate steps to manage those risks. The Charity maintains a risk register, with a list of mitigating controls. This is reviewed regularly by the Board of Trustees.**

As per the risk register, the principal risks and uncertainties facing Manchester Pride, and subsequent mitigating procedures are:

Risk and impact	
<p><b>Loss of key staff:</b></p> <ul style="list-style-type: none"> <li>• experience or skills lost</li> <li>• operational impact on key projects and priorities</li> <li>• loss of contact base and corporate knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Succession planning considered</li> <li>• All systems and procedures are documented</li> <li>• Training opportunities in place for continued professional development</li> <li>• Agreed notice periods and handovers</li> <li>• Established skills-based staff recruitment process in place</li> </ul> <p>The Board considers that adequate controls are in place.</p>
<p><b>Competition from similar organisations:</b></p> <ul style="list-style-type: none"> <li>• loss of contract income</li> <li>• reduced fund-raising potential</li> <li>• reduced public profile</li> <li>• profitability of trading activities</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring and assessment of performance and quality of service</li> <li>• Reviewing market and methods of service delivery</li> <li>• Agreeing fund-raising strategy</li> <li>• Ensuring regular contact with funders</li> <li>• Monitoring public awareness and profile of charity</li> </ul> <p>The Board considers that adequate controls are in place.</p>
<p><b>Health, safety and environment (event attendees)</b></p> <ul style="list-style-type: none"> <li>• product or service liability</li> <li>• ability to operate</li> <li>• injury to beneficiaries and the public</li> <li>• terrorist attack</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance with law and regulation</li> <li>• Training staff and compliance officer</li> <li>• Monitoring and reporting procedures in place</li> </ul> <p>The Board considers that adequate controls are in place.</p>



## 33 Statement of Trustees Responsibilities

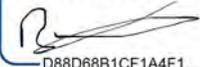
**The Board of Trustees, who are directors for the purposes of company law, and trustees for the purposes of charity law, who served during the period and up to the date of this report are set out on page 5. The trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).**

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group and of the incoming resources and application of resources, including income and expenditure of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- **select suitable accounting policies and then apply them consistently;**
- **observe the methods and principles in the Charities SORP;**
- **make judgments and accounting estimates that are reasonable and prudent;**
- **state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;**
- **prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.**

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and the group and to enable it to ensure that the financial statements comply with the Companies Act 2006. It is also responsible for safeguarding the assets of the charitable company and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation on other jurisdictions.

DocuSigned by:  
  
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Signed on behalf of the trustees  
**R Malcomson**



**Manchester Pride Limited**  
Consolidated Financial Statements  
for the Year Ended 31 December 2020

## **Independent Examiner's Report to the Trustees of Manchester Pride**

I report on the accounts of the company for the year ended 31 December 2020 which are set out on pages 36 to 54.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Sue Hutchinson, FCCA  
Beever and Struthers  
Chartered Accountants  
St George's House  
215-219 Chester Road  
Manchester M15 4JE

**Consolidated Statement of Financial Activities  
(Incorporating the Income and Expenditure Account)  
Year Ended 31 December 2020**

		Unrestricted Funds	Restricted Funds	Total Funds 2020	Total Funds 2019
	Note	£	£	£	£
<b>Income:</b>					
Donations and legacies	4	9,566	-	9,566	114,319
Income from charitable activities	5	128,821	23,100	151,921	111,204
Other trading activities	6/7	559,377	-	559,377	3,709,531
Total incoming resources		697,763	23,100	720,863	3,935,054
<b>Expenditure:</b>					
Expenditure on charitable activities:	8	(1,095,901)	-	(1,095,901)	(3,918,281)
Total resources expended		(1,095,901)	-	(1,095,901)	(3,918,281)
Net (outgoing) / incoming resources for the period	10	(398,138)	23,100	(375,038)	16,773
Match Funding Transfer		-	-	-	-
Total funds brought forward		262,375	17,417	279,792	263,019
Total funds carried forward		(135,763)	40,517	(95,246)	279,792

## Consolidated and Charity Statement of Financial Position

31 December 2020

Fixed assets	Note	Group		Charity	
		2020 £	2019 £	2020 £	2019 £
<b>Tangible assets</b>	12	2,982	4,940	2,982	4,940
<b>Debtors</b>	13	198,477	204,070	220,866	391,566
<b>Cash at bank and in hand</b>		189,336	178,332	119,725	39,114
		387,813	382,402	340,591	430,680
<b>Creditors: Amounts Falling due Within One Year</b>	14	(211,865)	(107,549)	(164,643)	(155,827)
<b>Net current assets</b>		175,948	274,852	175,948	274,853
<b>Total assets less current assets</b>		178,930	279,792	178,930	279,792
<b>Creditors: Amounts Falling due Within One Year</b>	14	(274,176)	-	(274,176)	(155,827)
<b>Net (liabilities)/assets</b>		(95,246)	279,792	(95,246)	279,792

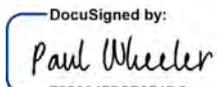
### Funds

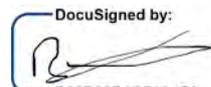
<b>Restricted income funds</b>	17	40,517	17,417	40,517	17,417
<b>Unrestricted income funds</b>	18	(135,763)	262,375	(135,763)	262,375
<b>Total funds</b>		(95,246)	279,792	(95,246)	279,792

These financial statements were approved by the Trustees and authorised for issue on 29 September 2021 and are signed on their behalf by:

P Wheeler  
Trustee

R Malcomson  
Trustee

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Company Registration Number: 04671318

For the year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

## Cashflows

31 December 2020

	2020 £	2019 £
<b>Cash flows from net incoming/ (outgoing) resources for the period</b>	(375,038)	16,773
<b>Adjustments for:</b>		
<b>Depreciation of tangible assets</b>	1,958	1,705
<b>Changes in:</b>		
<b>Trade and other debtors</b>	5,593	(123,731)
<b>Trade and other creditors</b>	79,390	38,365
	(288,097)	(66,887)
<b>Cash flows from financing activities</b>		
<b>Cash inflows from new borrowings</b>	299,101	-
	299,101	-
<b>Cash flows from investing activities</b>		
<b>Purchase of tangible fixed assets</b>	-	(3,671)
	-	(3,671)
<b>Net increase in cash and cash equivalents</b>	11,004	(70,558)
<b>Cash and cash equivalents at beginning of year</b>	178,332	248,890
<b>Cash and cash equivalents at end of year</b>	189,336	178,332

## Notes to the Financial Statements

### Year Ended 31 December 2020

#### 1. Accounting Policies

##### **Basis of Accounting**

The financial statements have been prepared under the historical cost convention, as modified by investments measured at market value. The financial statements have been prepared in accordance with the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102)(effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Companies Act 2006.

In common with many organisations our size and nature we use an independent examiner to assist with the preparation of the financial statements.

##### **Basis of Consolidation**

The Statement of Financial Activities (SOFA) and balance sheet consolidate the financial statements of the Charity and its wholly owned subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis. A separate Statement of Financial Activities and income and expenditure account for the Charity has not been presented because the Charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

##### **Covid-19 and Going Concern**

The COVID-19 Pandemic impacted the charity's ability to deliver its charitable activities and reserves in 2020. The Charity has taken measures to remain a going concern. These include receiving a Coronavirus Business Interruption Loan (CBIL), receiving funding from the Culture Recovery Fund, utilising reserves, staff redundancies, reducing expenditure and enhanced budget oversight. The Charity has a medium term financial plan to further diversify income streams, respond flexibly to the ongoing pandemic and rebuild reserves over a three year basis. The plan assumed that the Manchester Pride Festival would go ahead in 2021, which it did. The Board therefore believes that there is no material uncertainty in relation to going concern.

##### **Incoming Resources**

All incoming resources are included in the Statement of Financial Activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Donations are received by way of grants, donations and gifts and are included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the Charity, are recognised when the Charity becomes unconditionally entitled to the grant.

- Donated services and facilities are included at the value to the Charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Investment income is recognised on a receivable basis.
- Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the Charity earns the right to consideration by its performance.

### **Grants**

Grants payable are payments made to third parties in furtherance of the charitable objects of the Charity. Grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the Trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and any condition attaching the grant is outside of the control of the Charity. Provisions for grants are made when the intention to make the grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

The Charity's grant giving policy is continually reviewed and includes consultations with key fundraising partners and donors. During the 2020 financial year, trustees directed the CEO to continue with a strategic review of grant giving that was commenced in 2019. This was for two reasons: to ensure our policies and approaches were in line with best practice and to help trustees understand if the areas we were focussing our giving in were in line with the desires of our audience (e.g. people who attend the Festival or make direct donations to the charity), as understood from our annual surveys and listening exercises

A list of all organisations that receive funding from Manchester Pride is available at [manchesterpride.com/community/grant-giving](http://manchesterpride.com/community/grant-giving). Additional support in terms of awareness is provided by Manchester Pride to those organisations through press and marketing activity throughout the year.

### **Fund Accounting**

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

### **Expenditure on Charitable Activities**

Expenditure is recognised on an accrual basis when a liability is incurred. Expenditure includes Value Added Tax which cannot be fully recovered, and is included as part of the expenditure to which it relates:

- Charitable activities relate to donations payable to charities and organisations particularly, but not exclusively, in Greater Manchester and Lancashire. The Charity allocates a portion of the costs of running the festival and other events to charitable activities as the festival is not just about fundraising but also about fulfilling the objectives of the Charity by acting as a signposting organisation for services dealing with sexual health, homophobia, transphobia, social activities and HIV awareness and care services. The organisation also delivers campaigns that support equality and challenge discrimination, such as heritage, learning, health and one-off initiatives. Expenditure is apportioned line by line considering each activity and what objectives it is there to support.
- The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support costs together with the governance costs are apportioned between the four key charitable activities undertaken (see note 9) in the period.

### **Pension Costs**

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the statement of financial activities.

### **Taxation**

The Company is a registered Charity and by virtue of its trading activities being in fulfilment of the objects of the Charity, the Charity is exempt from corporation tax on all charitable activities.

### **Fixed Assets**

All fixed assets are initially recorded at cost. Assets purchased with a value of £1,000 or greater have been capitalised and included as fixed asset additions.

### **Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Equipment - 25% straight line

### **Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**Creditors and provisions**

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

## 2. Legal status of the Charity

Manchester Pride Limited is a company limited by guarantee.

Every member undertakes to contribute to the assets of the Charity in the event of it being wound up while they are a member, or within one year after they cease to be a member and of the costs, charges and expense of winding up, and for the adjustment of the rights of the contributories among themselves, such amounts as may be required, not exceeding £1 per member.

## 3. Financial performance of the Charity

The consolidated statement of financial activities includes the results of the Charity's wholly owned subsidiary which co-ordinates an annual festival by and for lesbian, gay, bisexual and transgender people, working towards the involvement of different sectors of the community, and raising funds for related organisations and charities.

The summary financial performance of the Charity alone is:

	<b>2020 £</b>	<b>2019 £</b>
<b>Income</b>	268,236	896,748
<b>Expenditure on charitable activities</b>	(659,527)	(1,240,306)
<b>Net expenditure</b>	(391,291)	(343,557)
<b>Gift Aid from subsidiary company</b>	16,254	360,330
	(375,038)	16,773
<b>Total funds brought forward</b>	279,792	263,019
<b>Total funds carried forward</b>	(95,246)	279,792
<b>Represented by:</b>		
<b>Restricted income funds</b>	40,517	17,417
<b>Unrestricted income funds</b>	(135,763)	262,375
	(95,246)	279,792

Of the £268,236 income in 2020, £245,136 (2019: 830,748) is unrestricted income and £23,100 (2019: £66,000) restricted income. Of the £659,527 expenditure in 2020, £659,527 (2019: £1,191,279) is unrestricted expenditure and £Nil (2019: £49,027) is restricted.

**4. Donations and legacies - Group**

	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds 2020</b>	<b>Total Funds 2019</b>
<b>Donations</b>	9,566	-	9,566	114,319
<b>Donations</b>	9,566	-	9,566	114,319

£114,319 received in 2019 was unrestricted income.

**5. Donations and legacies - Group**

	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds 2020</b>	<b>Total Funds 2019</b>
<b>Grants</b>	37,310	23,100	60,410	111,204
<b>Covid-19 grants</b>	91,511	-	91,511	-
	128,821	23,100	151,921	111,204

Of the £111,204 received in 2019, £66,000 related to restricted income and £45,204 related to unrestricted income.

**6. Other Trading Activities - Group**

	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds 2020</b>	<b>Total Funds 2019</b>
<b>Income from fund raising events</b>	-	-	-	6,726
<b>In-kind sponsorship</b>	106,750	-	106,750	634,500
<b>Income from trading subsidiary</b>	452,627	-	452,627	3,038,305
	559,377	-	559,377	3,709,531

£3,709,531 received in 2019 was unrestricted income.

## 7. Income by activity – Group

	<b>Campaign £</b>	<b>Celebrate £</b>	<b>Engage £</b>	<b>Fundraise £</b>	<b>Total 2020 £</b>	<b>Total 2019 £</b>
<b>Donations</b>	-	-	-	9,566	9,566	114,319
<b>Fundraising events</b>	-	-	-	-	-	36,726
<b>In-kind sponsorship</b>	26,688	26,688	26,688	26,688	106,752	634,500
<b>Grants</b>	12,082	12,082	36,246	-	60,410	111,204
<b>Sponsorship</b>	-	-	-	-	-	538,810
<b>Covid-19 grants</b>	22,878	22,878	22,878	22,878	91,511	-
<b>Manchester Pride Festival</b>	-	-	-	-	-	2,499,495
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	61,647	61,647	85,811	59,131	268,236	3,935,054
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Of the £268,236 received in 2020 (2019: £3,935,054), £245,136 was unrestricted funds (2019: £3,869,054) and £23,100 was restricted funds (2019: £66,000)

## 8. Expenditure on Charitable Activities - Group

	<b>Campaign</b>	<b>Celebrate</b>	<b>Engage</b>	<b>Fundraise</b>	<b>Total 2020</b>	<b>Total 2019</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Artist fees and expenses</b>	-	10,720	-	2,680	13,400	585,70
<b>Marketing and PR</b>	14,520	14,520	14,520	14,520	58,080	153,690
<b>Events &amp; engagement</b>	-	122,125	20,354	61,064	203,544	1,472,463
<b>Box office expenses</b>	-	58	-	3	61	2,892
<b>Sundry</b>	37,846	37,846	37,846	37,846	151,384	75,780
<b>Bad debt</b>	-	-	-	-	-	32,648
<b>In-kind advertising</b>	10,675	64,050	10,675	21,350	106,750	634,500
<b>Depreciation</b>	-	-	-	1,958	1,958	1,705
<b>Irrecoverable VAT</b>	-	-	-	15,349	15,349	247,106
<b>Grants distributed</b>	-	-	91,240	-	91,240	122,425
<b>Insurance</b>	-	-	-	-	-	4,367
<b>Governance costs (note 9)</b>	750	750	750	750	3,000	7,700
<b>Support costs (note 9)</b>	112,784	112,784	112,784	112,784	451,136	577,301
<b>Total</b>	176,575	362,853	288,169	268,303	1,095,901	3,918,281

Of the £1,095,901 expenditure in 2020 (2019: £3,918,281), £1,095,901 was charged to unrestricted funds (2019: £3,859,781) and £Nil was restricted funds (2019: £49,027).

Included in note 7&8 the In-kind sponsorship in 2020 consisted of marketing and media £106,750 (2019: £634,500).

The Sundry costs increased within the year as they now include overheads which were previously accounted for by the trading subsidiary. The largest increase is attributed to the incorporation of office and storage costs.

## 9. Analysis of Governance and Support Costs - Group

The Charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Having identified its governance costs, the remaining support costs together with the governance costs are apportioned between the four key objects undertaken (see note 8) in the period. Refer to the table below for the basis for apportionment and the analysis of support and governance costs.

	<b>General Support £</b>	<b>Governance Function £</b>	<b>Total £</b>	<b>Basis of Appointment</b>
<b>Salaries and wages</b>	416,411	-	416,411	Allocated on time
<b>Personnel</b>	25,155	-	25,155	Allocated on time
<b>Accountancy services</b>	-	3,000	3,000	Governance
<b>Legal and professional services</b>	9,570	-	9,570	Governance
<b>Total</b>	451,136	3,000	454,136	

## 10. Net Incoming Resources for the Period - Group

This is stated after charging:

	<b>2020 £</b>	<b>2019 £</b>
<b>Staff pension contributions</b>	22,823	12,178
<b>Depreciation</b>	1,958	1,705
<b>Auditors' fees:</b>		
• <b>Audit</b>	-	5,700
• <b>Accountancy services</b>	3,000	2,000
• <b>Taxation services</b>	1,725	1,725

## 11. Analysis of Staff Costs, Trustee Remuneration and Expenses, and the Cost of Key Management Personnel

Total staff costs were as follows:

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
<b>Wages and salaries</b>	363,801	239,906	181,900	119,953
<b>Social security costs</b>	29,787	23,009	14,894	11,505
<b>Other pension costs</b>	22,823	12,178	11,683	6,089
<b>Total</b>	416,411	275,093	208,477	137,547

The Trustees were not paid or received any other benefits from employment with the group or its subsidiary in the period (2019: £Nil) neither were they reimbursed expenses during the period (2019: £Nil).

As we entered the financial year the charity implemented our planned growth and expansion of the staff team to achieve our goals. This resulted in increased wages and salaries as we employed 5 additional employees.

Unfortunately, despite our best efforts we had to make cuts which then resulted in the loss of 3 valuable team members within the year.

### Staff Numbers:

The average number of employees during the period, calculated on the basis of full-time equivalents, was as follows

	Group		Charity	
	2020	2019	2020	2019
<b>Management and events staff</b>	11	6	5	3

As we entered the financial year the charity implemented our planned growth and expansion of the staff team to achieve our goals. This resulted in increased wages and salaries as we employed 5 additional employees.

Unfortunately, despite our best efforts we had to make cuts which then resulted in the loss of 3 valuable team members within the year.

The number of staff whose remuneration exceeded £60,000 was:

	<b>Group</b>		<b>Charity</b>	
	<b>2020</b>	<b>2019</b>	<b>2020</b>	<b>2019</b>
<b>£90,001 – £100,000</b>	1	1	1	1

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The CEO volunteered to take a salary cut during the financial year which will be displayed in the y/e 2021 accounts.

### **Key Management Personnel**

Key management personnel consists of Trustees, The Chief Executive, The Head of Events and The Head of Engagement. The total amount of employee benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel for their services to the charity was £194,592 (2019: £180,467).

## 12. Tangible Fixed Assets – Group and Charity

Cost	Office Equipment £
At 1 January 2020	11,770
Additions	-
At 31 December 2020	11,770

Depreciation	
At 1 January 2020	6,831
Charge for the year	1,958
At 31 December 2020	8,788

Net book value	
At 31 December 2020	2,982
At 31 December 2019	4,940

## 13. Debtors

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Trade debtors	195,144	157,858	15,000	-
Amounts owed by group undertakings	-	-	205,866	360,330
Prepayments	3,333	38,594	-	23,618
Other debtors	-	7,618	-	7,618
<b>Total</b>	198,477	204,070	220,866	391,566

**14. Creditors**

	<b>Group</b>		<b>Charity</b>	
	<b>2020 £</b>	<b>2019 £</b>	<b>2020 £</b>	<b>2019 £</b>
<b>Trade creditors</b>	83,774	31,662	81,332	38,463
<b>Amounts owed to group undertaking</b>	-	-	-	73,651
<b>Accruals and deferred income</b>	10,500	55,735	10,500	23,560
<b>Other taxation and social security</b>	92,666	20,153	47,886	20,153
<b>Coronavirus Business Interruption Loan Scheme</b>	24,925	-	24,925	-
<b>Total</b>	211,865	107,549	164,643	155,827

Included within deferred income is £7,500 (2019: £Nil) of 2021 GMCA Advisory Panel income, £Nil (2019: £16,899) of Manchester Pride Festival 2021's (2019: 2020's) ticket sales and £Nil (2019: £3,645) of Spring Benefit 2021's (2019: 2020's) ticket sales.

Amounts falling due within more than one year

	<b>Group</b>		<b>Charity</b>	
	<b>2020 £</b>	<b>2019 £</b>	<b>2020 £</b>	<b>2019 £</b>
<b>Coronavirus Business Interruption Loan Scheme</b>	274,176	-	274,176	-

**15. Deferred income**

	<b>Group £</b>	<b>Charity £</b>
<b>Opening balance as at 1 January 2020</b>	35,455	15,560
<b>Amounts released during the year</b>	(35,455)	(15,560)
<b>Amounts deferred during the year</b>	7,500	7,500
<b>Closing balance as at 31 December 2020</b>	7,500	7,500

## 16. Pensions

The Group contributes to defined contribution schemes on behalf of its employees. The assets of these schemes are entirely separate to those of the Group. The pension cost shown represents contributions payable by the Group on behalf of the employees and it has no other liability to these schemes.

At the balance sheet date contributions totalling £Nil (2019: £Nil) were outstanding.

## 17. Related party transactions – Group

Trustees are appointed to the Board primarily for the skills, experience and knowledge that they bring to the organisation. However, it is also important the Board includes individuals that are immersed in Manchester's LGBT community and in the culture of the city as a whole. For that reason, the Board of trustees will invariably include individuals that hold other directorships, trusteeships or ownership interests with companies, organisations and charities that have links to Manchester Pride.

No trustee is involved in making board decisions that relate to their own interests. There were no transactions with related parties this year/

Tracey Walsh is a proprietor of New York New York, and a former board member. The following transactions were made in the period:

- New York New York sold tickets to a value of £Nil (2019: £14,700) and paid the proceeds to Manchester Pride.
- New York New York paid £Nil (2019: £1,500) to Manchester Pride.
- No payments were made by Manchester Pride to New York New York and affiliated for the current and previous periods of account.

Nick Curtis is the owner of Eagle Bar, which incorporates Richmond Tearooms, Lock Keepers Cottages and the Lodge and a former board member. The following transactions were made from the business to Manchester Pride:

- Eagle Bar paid £Nil (2019: £3,000) to Manchester Pride.
- No payments were made by Manchester Pride to Eagle Bar and affiliated venues for the current and previous periods of account.

In kind support has been valued at the reduced commercial rate that the Charity would have to pay, if it had to buy the services.

## 18. Restricted Income Funds – Group and Charity

Restricted fund balances at 31 December 2020 are represented by:

	<b>Balance at 1 January 2020</b>	<b>Incoming Resources</b>	<b>Outgoing Resources</b>	<b>Match Funding Transfer</b>	<b>Balance at 31 December 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Arts Council England</b>	-	23,100	-	-	23,100
<b>Manchester City Council</b>	3	-	-	-	3
<b>GMCA</b>	17,414	-	-	-	17,414
<b>Total</b>	17,417	23,100	-	-	40,517

Comparative information in respect of the preceding period is as follows:

	<b>Balance at 1 January 2019</b>	<b>Incoming Resources</b>	<b>Outgoing Resources</b>	<b>Match Funding Transfer</b>	<b>Balance at 31 December 2019</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Arts Council England</b>	-	24,000	(24,443)	443	-
<b>Manchester City Council</b>	-	12,000	(11,997)	-	3
<b>GMCA</b>	-	30,000	(12,587)	-	17,414
<b>Total</b>	-	66,000	(49,027)	443	17,417

## 19. Unrestricted Income Funds – Group

	Balance at 1 January 2020 £	Incoming Resources £	Outgoing Resources £	Match Funding Transfer £	Balance at 31 December 2020 £
<b>General Funds</b>	262,375	697,763	(1,095,901)	-	(135,763)

## Unrestricted Income Funds – Charity

	Balance at 1 January 2020 £	Incoming Resources £	Outgoing Resources £	Match Funding Transfer £	Balance at 31 December 2020 £
<b>General Funds</b>	262,375	245,136	(659,527)	-	(152,016)

## 20. Analysis of Group Net Assets Between Funds

Fund balances at 31 December 2020 are represented by:

	Tangible fixed assets £	Investments £	Net current assets/liabilities £	Total £
<b>Restricted income funds</b>	2,982	-	(138,745)	(135,763)
<b>Unrestricted income funds</b>	-	-	40,517	40,517
<b>Total Funds</b>	2,982	-	(98,228)	(95,246)

Comparative information in respect of the preceding period is as follows:

	Tangible fixed assets £	Investments £	Net current assets £	Total £
<b>Restricted income funds</b>	4,940	-	257,435	262,375
<b>Unrestricted income funds</b>	-	-	17,417	17,417
<b>Total Funds</b>	4,940	-	274,852	279,792



**MANCHESTER**  
**PRIDE**<sup>®</sup>

## Manchester Pride Limited

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Registered company 4671318. Registered Charity 1117848